

## PROGRAMME REPORT

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# NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT 2021: ASK ME ANYTHING WEBINAR I

23 JULY 2021



# Programme Overview

On **23 July 2021**, **Green Growth Asia Foundation** successfully hosted the **NYRE: Ask Me Anything webinar (Bahasa Malaysia)** virtually with participants consisting of teachers and students from twelve schools in Malaysia. The webinar provides an overview of the NYRE 2021 competitions, touching on key points relating to each competition from the three media categories: the **aim** of each competition, the **participation terms**, and the **evaluation criteria**. The webinar also includes a **Q&A session** to give the participants the opportunity to ask questions regarding the NYRE competitions. This webinar is the first of its kind, and with that, a number of elements were taken into consideration in terms of its virtual implementation. This webinar is hosted by environmental education interns. All of the feedback and suggestions have been received and will be taken into practice for the next online webinar sessions. The development of the second NYRE: Ask Me Anything webinar (English Language) soon follows.

Project Name	:	NYRE 2021: Ask Me Anything Webinar (Bahasa)
Date	:	23 July 2021 (Friday)
Duration	:	1 hour
Location	:	Zoom
Hosts	:	Muhammad Hafizuddin bin Mohamad Abdul Wahab Nur Ameera Asyiqin binti Khairul Anuar Nurul Syazwani binti Mohamad Saufi
Number of Participants	:	45

## TOPICS DISCUSSED

### 1. *Requirements to be a part of National Young Reporters of the Environment Programs.*

- The NYRE programs may include young people aged 11-25 years.
- By participating in the competition, young people are empowered to have their voice on environmental concerns in their community that they believe are not being sufficiently addressed.
- Young Environmental Reporters (YRE) is an international programme managed by the Environmental Education Foundation (FEE)
- The program provides young people with the ability to take an educated position on environmental concerns and gives them a platform to communicate with them through writing, photography and video media.

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## **2. Environmental Videography Competition**

- Up to 2 participants are allowed to join.
- Is open to all Category students at the age of 11 – 25.
- The video should be done in the format of video reports and environmental campaigns video.
- The videos should be linked to pollution, loss of biodiversity and climate change and should present a strong relationship with sustainable development goals (SDGs).
- The aim of the reporting video is to serve as a short documentary based on news, events, history, facts and the aim of the environmental campaign film is to create awareness of an issue with the aim of promoting particular values and to motivate positive action via video.

## **3. Photography Competition**

- Only 1 participant is allowed to join.
- Is open to all Category students at the age of 11 – 25.
- The photography competition requirements should be completed in three forms: a photo report, a single photo campaign, and a photo tale consisting of only three to five photographs.
- The photo should be in JPEG or PNG format.
- The images must be shared on at least three social media sites.
- The photos should be linked to pollution, loss of biodiversity and climate change and should present a strong relationship with sustainable development goals (SDGs).
- The goal of the photography competition is to assist the public in better comprehend the environmental problem, event, or phenomena.

## **4. Article Writing Competition**

- Up to 2 participants are allowed to join.
- Is open to all Category students at the age of 11 – 25.
- The sole condition for the article writing competition is that only one piece must be submitted.
- The article writing must be shared on at least three social media sites.
- The article writing competition should be linked to pollution, loss of biodiversity and climate change and should present a strong relationship with sustainable development goals (SDGs).
- The goal of a 'Written Article' is to convey a story about an issue that affects your region or the globe, and to share it with the public both locally and globally. Through the prism of the environment, it attempts to present a real and accurate tale.



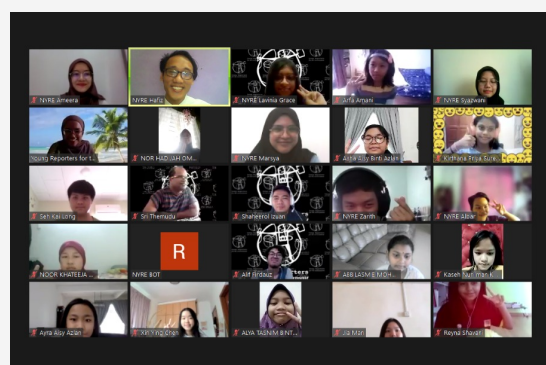
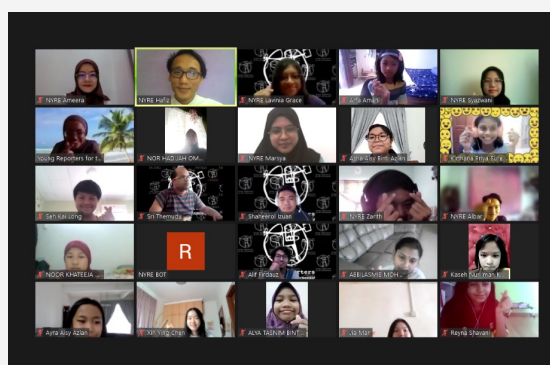
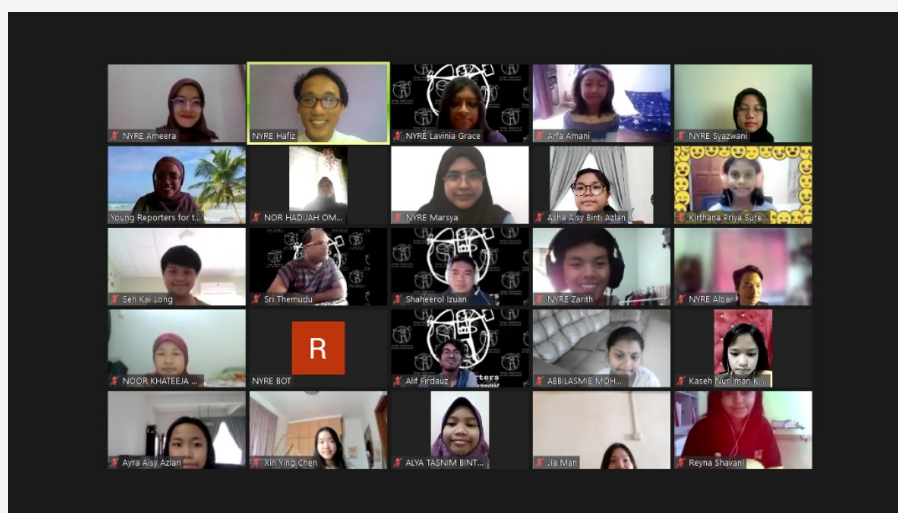
## RECEPTION OF PARTICIPANTS

Twelve registered schools were represented. The attendance list could be found on pages 4 and 5 of this programme report. Overall, the programme received a positive reception from the schools' administrator, providing insights and responding when probed. It has been observed that almost all registered schools are involved to some degree in environment-related activities in the last three years. With their active participation in the NYRE Programme, we believe their journey will be a success. The newly launched NYRE website <https://www.lensakelestarian.com/> serves as a platform for the dissemination of NYRE related information.

## MOVING FORWARD

This webinar provides invaluable insights into how future National Young Reporters for the Environment events will run. Despite the success, Green Growth Asia Foundation will continue innovating ways to enhance our service delivery further. We have been looking into appointing teachers as trainers for future Eco-Schools activities; more details will be made available once it has been finalised. The next activity, **NYRE: Ask Me Anything 2.0**, will resume on (will be updated soon)

## MEDIA REPOSITORY



# Facebook Analytics

The **NYRE: Ask Me Anything webinar (Bahasa Malaysia)** was streamed on its Facebook Page. The recorded session can be viewed at <https://www.facebook.com/yremalaysia/videos/3212813002279449>. The stream was live for an hour and ten minutes, from 2:40 P.M. to 3:50 P.M. (GMT+8). The live stream analytics are divided into three separate categories; **stream analysis** will discuss how the live stream performs, **audience engagement** that outlines the public reaction, and the public and **demographic profiles** that identify audience profile.

## STREAM ANALYSIS

In total, we have reached **63 people**; the following is the breakdown:

### Live Session

During the live stream, we have a total of **25 viewers** that stay until the end. This is a significant number of viewers as the stream was **a one hour-long** session.

### Recorded Session

After the live stream, the post remains available for viewing on Young Reporters for Environment Malaysia Facebook Page, in which **78 people viewed the session for three seconds**, with **35 people staying for a minute**. Data as of July 26, 2021.

On average, viewers who decided to stay spend almost **6:46** extracting information from the AMA event. The growing numbers of viewers are attributed to the mass promotion by the participating teachers to their colleagues, friends and family.

**34.8% of the total views came from recommendations**, While **65.2% came from our existing followers**. This indicates that our followers are updated with our events, and **another 0.2% came from the 2 recorded shares**.

## AUDIENCE ENGAGEMENT

Overall, NYRE: Ask Me Anything webinar was well received. A total of **42 audience engagements** are recorded, with **30 reactions**, **10 comments** and **2 shares**. The breakdown is as follow;



30 likes



1 excited



2 hearts



0 amazed



0 sad

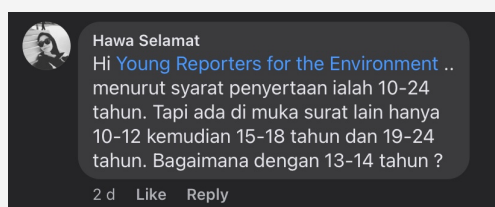


0 disgruntled

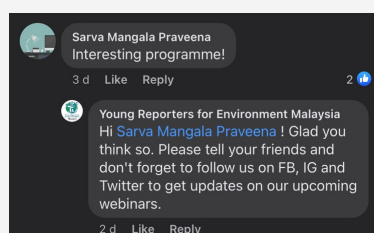
This webinar provides an overview of the NYRE 2021 competitions, touching on key points relating to each competition from the three media categories: the aim of each competition, the participation terms, and the evaluation criteria. The primary target group for the virtual webinar was teachers, students,. Throughout the event, the audience left out a comment or two to liven up the mood and show their support for the programme.

Most of the comments can be segmented into two main types of comments, questions and statement of opinion. Below are a few screenshots of the comment left by the audience.

### Question



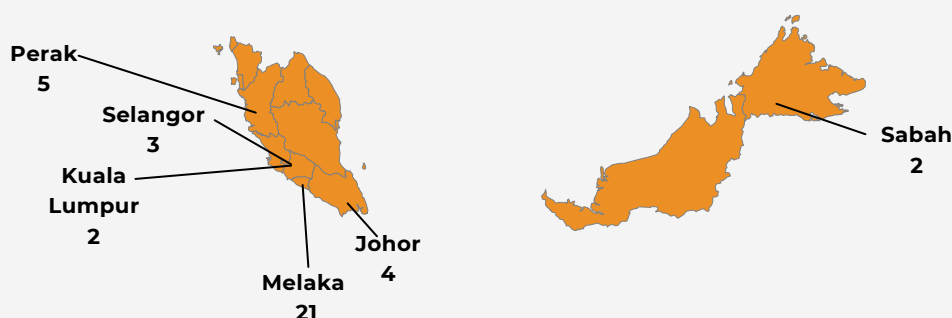
### Statement of opinion



## DEMOGRAPHIC PROFILES

NYRE 2021 Is a program under YRE Malaysia that includes workshops and various competitions which encourages young people to voice environmental issues as well as disseminate participants 'work and share ideas. Traditionally, some teachers and students would not be able to participate in our NYRE webinar due to financial and internet connection constraints. The breakdown of the demographic profiles are as follow;

All of our audiences are from Malaysia, with people originated from Melaka top the board; it shows that the Melaka Eco-Schools Programme that has been running since 2016 is well received by the people of Melaka.



# List of Attendance

NO	NAMES	STATUS	ORGANISATION
1	SRI THEMUDU	Programme Director	Green Growth Asia Foundation
2	AYSHA ZAMUEL	Programme Leader	Green Growth Asia Foundation
3	SHAHEEROL IZUAN NOR MAZLAN	Programme Coordinator	Green Growth Asia Foundation
4	LONG SEH KAI	Student	Sri Bestari Private School
5	NASYA BALQIS BINTI MOHD NASHRIQ	Student	SK Convent Infant Jesus 1
6	NOR HADIJAH BINTI OMAR@MAHMUD	Teacher	SK Convent Infant Jesus 1
7	KIRTHANA PRIYA SURESH RAO	Student	SK Convent Infant Jesus 1
8	REYNA SHAVANI A/P ALFRED	Student	SK Convent Infant Jesus 1
9	SHERINE EMILIA A/P STEVEN	Student	SK Convent Infant Jesus 1
10	HANI'ZAHRA BINTI HAIRULAZHAR	Student	Sekolah Islam Hidayah
11	ANIS SOFIA BINTI SAM SHOR NAHAR	Others	N/A
12	NOOR KHATEEJA BINTI MOHD OSMAN	Student	SK Convent Infant Jesus 1
13	KIRTHANA PRIYA SURESH RAO	Student	SK Convent Infant Jesus 1
14	NURIN IRDINA BINTI MOHD KAMARUL ARIFF	Student	Sekolah Menengah Sains Tapah
15	MUHAMMAD UMAR ALHARITH BIN NORALIAS	Student	Sekolah Menengah Sains Tapah
16	ANIZAWATI BINTI ZAINAL	Teacher	SK Convent Infant Jesus 1
17	ASHA AISY BINTI AZLAN	Student	SMK Ayer Keroh
18	NUR'AINI BINTI ISHAK	Student	SK Dato Demang Hussin
19	AUNI HADIRAH BINTI KHAIRUL ZHARIF	Student	SK Convent Infant Jesus 1
20	ABBILASMIE A/P MOHANA RAJAN	Student	SK Convent Infant Jesus 1
21	AYRA AISY BINTI AZLAN	Student	SK Lok Yuk Inanam
22	FARISYA AIN BINTI MOHD ZAIDIE	Student	Sekolah Menengah Sains Tapah
23	NURIN NAZIFA BINTI SHARUL ANUAR	Student	SK Lok Yuk Inanam
24	MARISSA ALYA BINTI MOHD ZAIDIE	Student	
25	WEI JIA MAN	Student	Sri Bestari Private School
26	KASEH NUR IMAN BINTI KAMARUZAMAN	Student	SK Dato' Demang Hussin
27	NUR KHADIJAH AFRINA BINTI NORALIAS	Student	Sekolah Menengah Sains Tapah
28	NOR HADIJAH BINTI OMAR@MAHMUD	Teacher	SK Convent Infant Jesus 1
29	NUR DINI ADLIENA BINTI NORALIAS	Student	SM Raja Perempuan Ta'ayah

# ATTENDEES

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NO	NAMES	STATUS	ORGANISATION
30	ALISHA SAFIYA ROSLI BINTI ABDUL RAHMAN	Student	SK Taman Merdeka
31	SITI SYAKIRAH BINTI IZWANDI	Student	SK Convent Infant Jesus 1
32	ABBILASMIE	Student	SK Convent Infant Jesus 1
33	MUHAMMAD HAFIZ BIN MARZUKI	Teacher	SK Padang Temu
34	SUPIAN BIN HASHIM	Teacher	SK Canossian Convent
35	LIM SU WAN	Student	SK Convent Infant Jesus 1
36	NAYLI NADHRAH HUWAIDA BINTI MOHD NASIR	Student	SK Convent Infant Jesus 1
37	SITI NUR FATINAH BINTI MUHAMAD AZUDIN	Student	Lim Su Wan
38	ALYA ZULAIKHA BINTI MAHADZIR	Student	SK Pekan Nanas
39	RAJEESWARY SARAVANAN	Student	SM Sains Tapah
40	AMEER AIMAN BIN SAIFUL HAIZAM	Student	SMK Bandar Rinching
41	MOHAMMAD ZARITH BIN ZAMLI	Student	SJKT Somasundram
42	LAVINIA GRACE SEBASTIAN	Student	SK Tenaga Setia
43	ALIF FIRDAUZ BIN MOHD SHARIFF	Representative	Green Growth Asia Foundation
44	NURUL SYAZWANI BINTI MOHAMAD SAUFI	Representative	Green Growth Asia Foundation
45	MUHAMMAD ALBAR BIN ABDUL GHAFAR	Representative	Green Growth Asia Foundation
46	LEE CHI HIEN	Representative	Green Growth Asia Foundation
47	NURUDDIN ASYRAF BIN DOLAH	Representative	Green Growth Asia Foundation
48	NUR AMEERA ASYIQIN BINTI KHAIRUL ANUAR	Representative	Green Growth Asia Foundation
49	MARSYA DHANIA BINTI MAZRI	Representative	Green Growth Asia Foundation
50	MUHAMMAD HAFIZUDDIN BIN MOHAMAD ABDUL WAHAB	Representative	Green Growth Asia Foundation
51	DINEISH A/L GANESAN	Representative	Green Growth Asia Foundation